

Message Text

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ACTION EB-08

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AGRE-00 TRSE-00 FEA-01 AID-05 INT-05 LAB-04 STR-04

/063 W

-----082348Z 002142 /14

R 072231Z APR 77

FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC 3106

INFO AMCONSUL MONTREAL

ALL OTHER CANADIAN CONSULS (BY POUCH)

UNCLAS SECTION 01 OF 02 OTTAWA 02517

E.O.11652:N/A

TAGS: BEXP, CA

SUBJECT: CANADA - COUNTRY COMMERCIAL PROGRAM - PRELIMINARY

FY 1979

REF: STATE 44899

1. SECTIONS III AND IV OF PRELIMINARY FY 1979 COUNTRY COMMERCIAL PROGRAM (CCP) FOLLOW. MAIN EMPHASIS WILL BE ON REGIONAL TRADE PROMOTION PROGRAM IN TORONTO AND VANCOUVER AND FOUR SPECIALIZED INDUSTRIAL COMMODITY CAMPAIGNS IN MONTREAL. PROPOSED CAMPAIGNS FOR CALGARY SUBJECT TO CHANGE AFTER ARRIVAL OF NEW COMMERCIAL OFFICER.

2. PROGRAM ENVISAGED FOR FY 1979 REFLECTS NO CHANGE IN PRESENT STAFFING LEVELS AND IS COMPATIBLE WITH RESOURCE PROJECTIONS IN OTTAWA'S PARM SUBMISSION.

3. CAMPAIGNS:

A. BUILDING CONSTRUCTION EQUIPMENT AND SUPPLIES - MONTREAL, PRIORITY NO. 1, TORONTO, PRIORITY NO. 2. CYCLICAL ACTIVITY IN CONSTRUCTION INDUSTRY IN QUEBEC, AND
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EXPECTED REVIVAL IN ONTARIO BEGINNING IN 1978, JUSTIFY PRIORITY THIS CAMPAIGN IN FY 1979. DEVELOPERS SEEKING NEW TECHNIQUES AND PRODUCTS TO REDUCE ACTUAL CONSTRUCTION COSTS AND POSTS EXPERIENCING LIVELY CURRENT INTEREST IN NEW LINES BY AGENTS AND DISTRIBUTORS OF BUILDING SUPPLIES. FRAGMENTED NATURE OF THE INDUSTRY IN U.S. INDICATES POTENTIAL FOR IDENTIFICATION OF U.S.

MANUFACTURER NOT YET SELLING IN CANADIAN MARKET.
(MONTREAL PREPARING MARKET TRENDS AND PROSPECTS STUDY IN
FY 1978 FOR PUBLICATION COMMERCE AMERICA.)

B. LABORATORY INSTRUMENTATION - VANCOUVER, PRIORITY NO. 2.
EXPERIENCE OF POST INDICATES GROWING GOVERNMENT INTEREST
IN ENERGY, HEALTH, TRANSPORTATION, ETC. IS CONTRIBUTING
TO EXPANDED ACTIVITY IN THIS FIELD.

C. COMPUTERS AND RELATED EQUIPMENT - MONTREAL, PRIORITY
NO. 2. COINCIDES WITH U.S. TARGET INDUSTRY IN 1979.
PRINCIPAL OBJECTIVE IS TO KEEP U.S. SOURCES OF SUPPLY IN
FOREFRONT AND ENLARGE THAT MARKET. SOME 15 CONTACTS,
EVENLY DISTRIBUTED OVER LAST THREE QUARTERS, ARE
ENVISAGED.

D. ELECTRONIC PRODUCTION EQUIPMENT - MONTREAL, PRIORITY
NO. 3. COMPLEMENTARY TO COMPUTERS AND RELATED
EQUIPMENT CAMPAIGN. ANTICIPATED INCREASE IN CANADIAN
ELECTRONICS INDUSTRY SHOULD INCREASE DEMAND FOR
COMPONENTS, THUS PROVIDING NEW-TO-MARKET U.S. FIRMS WITH
OPPORTUNITY IN THIS THREE-QUARTER-BILLION DOLLAR
COMPONENTS MARKET. PROJECTED TARGET, 14 CONTACTS.

E. PRINTING AND GRAPHIC ARTS EQUIPMENT - MONTREAL.
PRIORITY NO. 4. ESPECIALLY SUITABLE IN VIEW INCREASED
EMPHASIS ON FRENCH LANGUAGE AND BILINGUALISM IN QUEBEC.
PRESUMABLY THIS INCREASED EMPHASIS WILL GENERATE NEW
LOCAL DEMAND FOR PRINTING AND GRAPHIC ARTS EQUIPMENT AS
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PREVIOUSLY MUCH OF THIS TYPE ACTIVITY WAS DONE IN
ONTARIO. PROJECTED TARGET, 14 CONTACTS.

F. CHEMICAL INDUSTRY EQUIPMENT - CALGARY, PRIORITY NO. 1.
CONTINUATION OF FY 1978 CAMPAIGN TO COINCIDE WITH
PLANNING AND CONSTRUCTION SYNTHETIC CRUDE OIL RECOVERY
AND PETROCHEMICAL PLANTS.

G. DRILLING EQUIPMENT - CALGARY, PRIORITY NO. 2.
CONTINUATION OF FY 1978 CAMPAIGN EFFORT AIMED AT PLACING
AMERICAN SUPPLIERS IN FAVORABLE POSITION TO CAPTURE
MAJOR SHARE OF OPPORTUNITIES PRESENTED. (NOTE: CALGARY
CAMPAIGNS SUBJECT TO CHANGE ON RECOMMENDATION OF POST
FOLLOWING ARRIVAL OF COMMERCIAL OFFICER OCCUPYING
NEWLY-ESTABLISHED COMMERCIAL OFFICER POSITION.)

3. OTHER SPECIAL POST EFFORTS:

A. REGIONAL TRADE PROMOTION. PRIORITY NO. 1 FOR

TORONTO AND VANCOUVER. TORONTO EXPERIENCE WITH THE REGIONAL TRADE PROMOTION PROGRAM TO DATE SUGGESTS THAT TWO-YEAR CYCLE REQUIRED TO GENERATE DEMONSTRABLE RESULTS IN THE MARKET PLACE--ONE YEAR TO STIMULATE NEW-TO-EXPORT FIRMS TO INVESTIGATE OPPORTUNITIES IN CANADA AND A SECOND TO ACTUALLY BRING THEM INTO MARKET VIA GROUP PROMOTIONAL ACTIVITIES. PROPOSAL FOR TORONTO IS TO EXTEND FOCUS TO ILLINOIS, MICHIGAN AND MINNESOTA, ALL GEOGRAPHICALLY NEAR ONTARIO AND ALL AMONG LEADING STATES IN EXPORTS TO CANADA. FY 1979 WOULD BE SECOND YEAR OF

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VANCOUVER'S EXPERIENCE WITH THE PROGRAM. IT ANTICIPATES GROUP PROMOTIONAL ACTIVITIES (E.G., TRADE MISSIONS, SEMINARS, ETC.) IN CALIFORNIA, OREGON AND WASHINGTON, WITH VISITS OF U.S. BUSINESSMEN TO BRITISH COLUMBIA AND, DEPENDING ON INVOLVEMENT IN COMMERCIAL ACTIVITIES OF THREE WESTERN STATES, EXPANDING FOCUS TO INCLUDE IDAHO, MONTANA AND NEVADA TOWARDS END OF FISCAL YEAR, IN COOPERATION WITH CALGARY.

B. OTHER SPECIAL EFFORTS BY POSTS, WITH VARYING DEGREES OF EMPHASIS, AS APPROPRIATE, WILL BE CONTINUATION OF FOLLOWING FY 1978 ACTIVITIES: INVESTMENT PROTECTION AND FACILITATION; MAJOR EXPORT PROJECTS; AND REVERSE INVESTMENT. IN ADDITION, VANCOUVER PROPOSES FOREIGN BUYERS PROGRAM AS ADDITIONAL ACTIVITY IN COOPERATION WITH USTS IN PROMOTING ATTENDANCE BY CANADIANS AT U.S. TRADE SHOWS AND CONVENTIONS. ENDERS

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